



Atty. Dkt. No. 062834-0182

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: George H. HOFFMAN, et al.

Title: SYSTEM, METHOD AND
COMPUTER PROGRAM
PRODUCT FOR DATA-SPECIFIC
ADVERTISING IN A SUPPLY
CHAIN MANAGEMENT
FRAMEWORK

Appl. No.: 09/815,893

Filing Date: 03/23/2001

Examiner: Florian M. Zeender

Art Unit: 3627

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GROUP 3600

AMENDMENT AND REPLY UNDER 37 CFR 1.111

Mail Stop NON-FEE AMENDMENT
Commissioner for Patents
PO Box 1450
Alexandria, Virginia 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated September 30, 2003, concerning the above-referenced patent application.

Applicant has enclosed with this amendment a Petition for Extension of Time to make this response timely.

Amendments to the Abstract are presented as a new Abstract attached to this document for insertion after the claim pages of the application (or to replace the previously submitted Abstract).

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this document.

Remarks/Arguments begin on page 6 of this document.

Please amend the application as follows: